

Keep Britain Blooming



As the largest budget cuts for years continue to make headline news, and spread ‘doom and gloom’ across the county, many councils are realising the importance of, and endeavouring to keep, their hanging baskets and floral displays.

Traditionally seen in towns and cities across the country, hanging baskets have always been a much loved, ‘quick fix’ solution to enhancing, the town centre environment. The advent of reduced funds, and increased environmental awareness, has seen a move away from the traditional high maintenance wire baskets, and bedding displays.

A well known Local Government supplier, Amethyst Horticulture, a wholesale nursery, specialising in the supply of trees, shrubs, hanging baskets and high impact floral displays, have seen the sale and hire of their ‘self watering’ containers greatly increase nationally.

Managing Director Nigel Fox explains “All of the containers have an integral reservoir which greatly decreases the frequency of watering visits, the savings made on maintenance of a hanging basket in the first season goes a long way to covering the initial cost of the baskets. The design of our containers has benefited from our extensive horticultural knowledge and experience in planting and maintaining displays, we have been able to manufacture a range of products that maximise both the effectiveness of the ‘self watering’ technology, and the aesthetic quality of the display. ”

The company has also seen an increase in the number of councils preferring to hire its, high impact ready planted displays, such as the unique ‘Cosmopolitan Cube’ which they can then strategically place to instantly enhance the ‘greyest’ of urban areas.

Amethyst says, “The benefit of beautifying our town centres by the inclusion of floral displays, is widely recognized and appreciated, by traders, shoppers, and the wider community. We hope that we can continue to offer unrivalled and contemporary displays to our customers, whilst still helping them to save money.”

For further information on Amethyst products and services, (including watering/maintenance service) please visit their web site www.amethyst-horticulture.co.uk, or telephone sales 01795 522828

